

# ABSTRACT OF THE DISCLOSURE

A transfer apparatus transfers a data item included in a web page to a predetermined terminal. The transfer apparatus includes a data region extraction unit extracting a plurality of data items from a web page transmitted towards a client computer, a button-added web page generation unit generating transmission data causing a select button of a relevant data item to appear in response to specifying a display region of the corresponding data item at the client computer according to the extracted data item, and a data format conversion unit receiving request data from a client computer in response to transmission data, and converting the data format of the requested data for transfer to a terminal.